



WEWS

ORDER

Flight Dates **10/30/12-11/05/12**

Contract / Revision **315624 /**

Original Date / Revision
10/23/12 10/23/12

Advertiser **American Crossroads**

Agency **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576**

Product

American Crossroads AC TV ADD

Agency Com 15%

Billing Contact

**66 Canal Center Plaza - Suite 555
Alexandria, VA 22314-1576**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1274**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	50	\$80,325.00	\$94,500.00	0.00
Totals	50	\$80,325.00	\$94,500.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	50	\$80,325.00	\$94,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/30/12	11/05/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	11111--					5	\$3,000.00		0.00			
N 2	WEWS	10/30/12	11/05/12	M-F 7-730p 7-730p The List	CM	7-730p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WEWS

Print Date: 10/23/12

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Contract / Revision **315624** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser **American Crossroads** Product **American Crossroads AC T** Estimate # **1274**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/30/12	11/05/12	M-F 7-730p 7-730p The List	CM	7-730p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$3,000.00		0.00						
N 3	WEWS	10/30/12	11/05/12	M-F Right This Minute M-F 106a-206a	CM	106a-206a	11111--	:30	5	\$400.00	P-1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$400.00		0.00						
N 4	WEWS	10/30/12	11/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	11111--	:30	5	\$1,400.00	P-1	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$1,400.00		0.00						
N 5	WEWS	10/30/12	11/05/12	4-430am America This Morn 4-430a America This Morn	CM	4-430a	11111--	:30	5	\$400.00	P-1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$400.00		0.00						
N 6	WEWS	10/30/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	11111--	:30	5	\$3,500.00	P-1	0.00	NM	5	\$17,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$3,500.00		0.00						
N 7	WEWS	10/30/12	11/05/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	11111--	:30	5	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$2,500.00		0.00						
N 8	WEWS	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$1,200.00	P-1	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$1,200.00		0.00						
N 9	WEWS	10/30/12	11/05/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	11111--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$1,500.00		0.00						
N 10	WEWS	10/30/12	11/05/12	M-F 12-1230pm News 12-1230p News	CM	12-12:30p	11111--	:30	5	\$2,000.00	P-1	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/30/12	11/05/12	11111--	5		\$2,000.00		0.00						
Totals														50	\$94,500.00